

What is claimed is:

1. A data network management system for positioning data in a data network of nodes, the data network having a plurality of data servers, and the data network having a plurality of end users, the system including:

- a main data storage means for storing the data sent to the end users in the data network;

- a data positioning means for sending a copy of data stored in the main data storage means to a first data server selected from the plurality of servers based on specific predetermined criteria, the first data server having a location proximate to at least one end user requesting the data from a node; and

- a memory means for maintaining a data file containing a current location of the data sent to a first data server.

2. A system as defined in claim 1, wherein the data is multimedia content.

3. A system as defined in claim 1, wherein the location is geographically proximate to at least one end user.

4. A system as defined in claim 1, wherein the first data server is selected based on the following predetermined criteria chosen from the group consisting of:

- number of networks hubs in a preferred path between the first data server and one end user;

- speed of a link between the data network and one end user; and

10028735-122004

- amount of traffic along a preferred path between the first data server and one end user.

5. A system as defined in claim 4, wherein the first data server is a server which has multimedia files.

6. A method of positioning data in a data network, the data network having a main server and at least one data server, the data network having a plurality of end users, the method including the steps of:

(a) selecting a first data server from the at least one data server based on specific predetermined criteria;

(b) sending specific data from the main server to a first data server;

(c) receiving at the main server a first request for the specific data, the first request being sent by an end user to the main server;

(d) selecting the first data server as being suitable for providing the specific data requested by the end user; and

(e) sending instructions to the end user to request the specific data from the first data server.

7. A method as defined in claim 6, wherein the data is a server which has multimedia files.

8. A method as defined in claim 6, wherein the first data server is a server which has multimedia files.

9. A method of positioning multimedia data in a data network, the data network having a main server and at least one multimedia server, and the

10063795-122001

data network having a plurality of end users, the method including the steps of:

(a) identifying each earlier request for specific multimedia data by the plurality of end users and updating a count maintained of each earlier request by the plurality of end users;

(b) selecting a first multimedia server from the at least one multimedia server based on specific predetermined criteria;

(c) sending specific multimedia data from the main server to the first multimedia server, the specific multimedia data identified in at least one earlier request;

(d) receiving at the main server a first request for the specific multimedia data, the first request being sent by a first end user to the main server;

(e) selecting the first multimedia server as being suitable for providing the specific multimedia data requested by the first end user; and

(f) sending instructions to the first end user to request the specific multimedia data from the first data server.

10. A method as defined in claim 9, further including the step of updating a data file stored in the main server that the specific multimedia data is stored in the first multimedia server.

11. A method as defined in claim 9, wherein at least one of the specific predetermined criteria is chosen from the group consisting of:

- geographical location of the first multimedia server relative to a geographical location

10028705-122001

of one of the plurality of end users requesting the specific multimedia data;

- number of network hubs in a preferred path between the first multimedia server and one of the plurality of end users;
- speed of a link between the data network and one of the plurality of end users; and
- amount of data traffic between the first multimedia server and one of the plurality of end users.

12. A method as defined in claim 9, wherein the end user is one of a plurality of multimedia servers within the data network.

13. A method as defined in claim 9, wherein the at least one multimedia server is any data storage and delivery server.

14. A method as defined in claim 9, wherein the specific multimedia data sent to the first multimedia server is a data copy of the specific multimedia data stored in the main server.

15. A method as defined in claim 9, wherein the data network has a plurality of main servers, and each main server sends specific data to at least one multimedia server.

16. A method as defined in claim 9, wherein the end user requesting the data in step (c) is a server which has multimedia files.

17. A method of positioning data in a data network, the data network having a main server and at least one multimedia server, the data network having

10028295-10001

a plurality of end users, the method including the steps of:

(a) selecting a first data server from the at least one data server based on a set of specific predetermined criteria;

(b) sending specific data from the main server to a first data server;

(c) receiving at least one request for specific data from the plurality of end users;

(d) determining a level of demand for the specific data based on a number of requests from the plurality of end users for the specific data;

(e) if the level of demand for the specific data is less than a first predetermined level, removing the specific data from the first multimedia server;

(f) if the level of demand for the specific data is greater than a second predetermined level, executing the steps of:

(f1) selecting a second multimedia server based on at least a subset of specific predetermined criteria; and

(f2) sending a copy of the specific data to the second multimedia server.

18. A method as defined in claim 17,
wherein at least one of the specific predetermined
criteria is chosen from the group consisting of:

- geographical location of the first multimedia server relative to a geographical location of one of the plurality of end users requesting the specific data;

- number of network hubs in a preferred path between the first multimedia server and one of the plurality of end users;

- speed of a link between the data network and one of the plurality of end users; and

- amount of data traffic between the first multimedia server and one of the plurality of end users.

19. A method as defined in claim 17, wherein the specific data is multimedia content.

20. A method as defined in claim 17, wherein the second multimedia server is selected based on economic constraints.

21. A computer system serving as a data network management system for positioning data in a data network of nodes, the data network having a plurality of data servers, and the data network having a plurality of end users, the computer system including:

- a main data storage means for storing the data sent to the end users in the data network;

- a data positioning means for sending a copy of data stored in the main data storage means to a first data server selected from the plurality of servers based on specific predetermined criteria, the first data server having a location proximate to at least one end user requesting the data from a node; and

- a memory means for maintaining a data file containing a current location of the data sent to a first data server.

22. A machine readable media containing computer readable and computer executable code to be executed by a data network, the data network having at least one data server, the data network having a

10028795.1.00001

plurality of end users, the code implementing a method including the steps of:

(a) selecting a first data server from the at least one data server based on specific predetermined criteria;

(b) sending specific data from the main server to a first data server;

(c) receiving at the main server a first request for the specific data, the first request being sent by an end user to the main server;

(d) selecting the first data server as being suitable for providing the specific data requested by the end user; and

(e) sending instructions to the end user to request the specific data from the first data server.

10020795-120001